

APPENDIX I



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First, please enter the ZIP Code for the location where you want your newspapers delivered.

ZIP Code If you don't know your ZIP Code, click ZIP Code Lookup.

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Subscribe To Newspapers

Delivery Location: 02215

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MoversGuide.com currently works with **5** newspaper(s) for this location. Please select the newspaper(s) you want to learn more about.

[The Wall Street Journal](#)

With *The Wall Street Journal*'s early morning delivery, you'll have the most reliable, accurate and relevant business news and information in the world today - delivered right to your doorstep.

- [Click here for The Wall Street Journal Privacy Policy](#)

[The Boston Globe](#)

The Boston Globe

New England's Number One source of news and information!

Every day, *The Boston Globe* gives New Englanders complete coverage of their world. *The Globe* provides a complete report on the local, national and international news as well as daily sections on sports, business, lifestyles, entertainment and more. And on Sunday, *The Sunday Globe* is jam-packed with New England's largest Classified marketplace, *The Globe Magazine*, and much more!

- [Click here for The Boston Globe Privacy Policy](#)

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USA TODAY

Receive the Nation's Newspaper delivered to your home or office, every day. Get daily delivery of the latest in **NEWS**, **MONEY**, **SPORTS** and **LIFE** - for less than the newsstand price.

NEWS is a faster read in a world that won't slow down. The **MONEY** section delivers financial news that is timely and accessible. **SPORTS** - every score, every stat, every story, every day. And **LIFE** gives you the latest entertainment news, travel features, and lifestyle trends.

- [Click here for USA TODAY Privacy Policy](#)



Boston Herald

The *Boston Herald* strives to be "the shortest distance between you and the news." We bring you the latest news from around the corner and across the globe with up-to-the minute business information and quality sports coverage. Colorful and award winning photography combined with our easy-to-read packaging make the *Herald* a perfect fit for the breakfast table or companion for the commute to work.

The New York Times

The New York Times

You will get all the probing, in-depth insight from Pulitzer Prize-winning journalists on news, business, science, arts, technology, and more in one convenient package when you order home delivery of *The New York Times*.

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Here are the newspaper(s) that you have selected. Please check the **New**, **Renew**, or **Change Address** box if available next to the newspaper subscription(s) that you want to order.

- Check **NEW** if you want to order a new subscription.
- Check **RENEW** if you already subscribe and want to extend your current subscription for an additional term.
 - Your paper will be delivered to your new home on the date you select.
- Check **CHANGE ADDRESS** if you are a current subscriber and only wish to change your delivery address.

The Wall Street Journal

[THE WALL STREET JOURNAL](#)

New **Weekday Subscription for 13 weeks, plus four weeks free - a total of 17 weeks** - The Wall Street Journal
 Change Address **New Price: \$49.00 per subscription**

With *The Wall Street Journal*'s early morning delivery, you'll have the most reliable, accurate and relevant business news and information in the world today - delivered right to your doorstep. For just \$49.00 you'll receive 13 weeks of the Journal, the world's most trusted source of news and business information, which is ready to work for you every business morning. And, if you act now, you'll enjoy another 4 weeks FREE!

Offer good for new subscribers only, limited to four free weeks of *The Wall Street Journal* per household. Limited time offer, good in continental U.S. only. Sales tax may apply.

[The Boston Globe](#)

[Subscriptions](#)

The Boston Globe

<input type="checkbox"/> New	Seven Day Home Delivery at 50% off for the first 12 Weeks - The Boston Globe
<input checked="" type="checkbox"/> Change Address	New Price: \$2.88 per week
Subscribe to seven day home delivery of <i>The Boston Globe</i> for \$2.88 per week (a total of \$34.56 for 12 weeks) and save 50% off our regular rates!	
<p><i>The Globe</i> keeps you connected with comprehensive coverage of local, national and world events, award-winning columns, and New England's best sports section.</p>	

On Thursday You'll also get *The Globe's* Calendar section with comprehensive entertainment listings and ideas for what to do in Boston and beyond. And on Sunday, you'll get New England's biggest and best Sunday newspaper with New England's largest Classified section, Your Regional Weekly section packed with news about where you live, the huge Sunday Sports section, Business & Money, Travel, the award-winning *Globe Magazine*, and lots of money-saving coupons.

This introductory offer is valid for new subscribers in *The Boston Globe* home delivery area who have not received home delivery of *The Boston Globe* in the past 90 days. After the 12 week introductory period, delivery will continue at our regular home delivery rate unless we are notified otherwise.

<input type="checkbox"/> New	Thursday through Sunday at 50% off for the first 12 Weeks - The Boston Globe
<input checked="" type="checkbox"/> Change Address	New Price: \$2.08 per week
Subscribe to home delivery of <i>The Boston Globe</i> Thursday through Sunday for \$2.08 per week (a total of \$24.96 for 12 weeks) and save 50% off our regular rates!	

If you like your weekends, you'll love *The Boston Globe's* Weekend Package. We'll deliver *The Globe* right to your home Thursday through Sunday. You'll get complete news reports from around the world and right next door. On Thursday, you'll get *The Globe's* Calendar section with comprehensive entertainment listings and ideas for what to do in Boston and beyond. On Friday, you'll find Sports Plus, with even more coverage of New England's teams. Plus the Sunday *Boston Globe* New England's biggest and best Sunday newspaper with New England's largest Classified section, Your Regional Weekly section packed with news about where you live, the huge Sunday Sports section, Business & Money, Travel, the award-winning *Globe Magazine* and lots of money-saving coupons. Make the most of your weekend with *The Globe's* weekend package.

This introductory offer is valid for new subscribers in *The Boston Globe* home delivery area who have not received home delivery of *The Boston Globe* in the past 90 days. After the 12 week

introductory period, delivery will continue at our regular home delivery rate unless we are notified otherwise.

New Sunday Globe Home Delivery at 50% off for the first 12 Weeks -

The Boston Globe

Change Address

New Price: \$1.25 per week

Subscribe to home delivery of *The Boston Sunday Globe* for \$1.25 per week (a total of \$15 for 12 weeks) and save 50% off our regular rates!

It's New England's biggest and best Sunday newspaper - *The Boston Sunday Globe*. You'll get complete news reports from around the world and right next door. Plus, the largest selection of cars, jobs and homes in the *Globe* Classifieds, the award-winning *Globe Magazine*, Your Regional Weekly section packed with news about where you live, the huge Sunday Sports section, Business & Money, Travel, the award-winning *Globe Magazine*, and lots of money-saving coupons. Make the most of your weekend with *The Boston Sunday Globe*.

This introductory offer is valid for new subscribers in *The Boston Globe* home delivery area who have not received home delivery of *The Boston Globe* in the past 90 days. After the 12 week introductory period, delivery will continue at our regular home delivery rate unless we are notified otherwise.

New Boston Herald

1 week

New Monday through Sunday Service for 24 weeks - Boston Herald

Price: \$51.12 each

Convenient home delivery of the *Boston Herald* is available in much of the metro Boston area and Cape Cod. Home delivery is available 7 days a week. Delivery is by 7 a.m. Monday through Friday and 8 a.m. weekends and holidays. Billing is normally through the mail, every 8 weeks. All major credit cards are accepted.

Save 55% off the newsstand price.

Subscriptions

New Monday through Saturday Service for 24 Weeks - Boston Herald

Price: \$47.52 each

Convenient home delivery of the *Boston Herald* is available in much of the metro Boston area and Cape Cod. Home delivery is available 7 days a week. Delivery is by 7 a.m. Monday through Friday and 8 a.m. weekends and holidays. Billing is normally through the mail, every 8 weeks. All major credit cards are accepted.

6 day Monday to Saturday delivery at \$1.98 per week. Price is good for 24 weeks. *Introductory price.*
After 24 weeks, the \$1.98 rate goes to \$2.40 (\$.40 cents per day). Delivery automatically continues unless customer notifies the *Herald* to cancel or change the subscription.

New **Monday through Friday Service for 24 Weeks - Boston Herald**

Price: \$48.00 each

Convenient home delivery of the *Boston Herald* is available in much of the metro Boston area and Cape Cod. Home delivery is available 7 days a week. Delivery is by 7 a.m. Monday through Friday. Billing is normally through the mail, every 8 weeks. All major credit cards are accepted.

5 day delivery Monday-Friday at \$1.25 per week. Price is good for 24 weeks. *Introductory price.*
After 24 weeks, the \$1.25 goes to \$2.00 (\$.40 cents per day). Delivery automatically continues unless you notify the *Herald* to cancel or change the subscription.

New **Saturday and Sunday Service for 8 Weeks - Boston Herald**

Price: \$16.00 for 8 weeks

Convenient home delivery of the *Boston Herald* is available in much of the metro Boston area and Cape Cod. Home delivery is available 7 days a week. Delivery is by 8 a.m. on Saturday and Sunday. Billing is normally through the mail, every 8 weeks. All major credit cards are accepted.

Save 11% off the newsstand price.

New **Sunday Only Service for 8 Weeks - Boston Herald**

Price: \$14.80 for 8 weeks

Convenient home delivery of the *Boston Herald* is available in much of the metro Boston area and Cape Cod. Home delivery is available 7 days a week. Delivery is by 8 a.m. on Sunday. Billing is

The Boston Globe

Product	Order Type	Item Total	Remove
Seven Day Home Delivery at 50% off for the first 12 Weeks	Change Address	per week	<u>Remove</u>

Subscription delivery will begin within 48 hours of order confirmation.

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Checkout: Subscribe To Newspapers



MoversGuide.com uses Secure Socket Layer Encryption (SSL) to protect all of the information you enter. For full details read our [Security](#) and [Privacy Policy](#).

* Indicates a required field

CHECKOUT ORDER FORM FOR: The Wall Street Journal, Boston Herald, The Boston Globe
Deliver To:

* **First Name**

* **Middle Name**

* **Last Name**

New Delivery Address:

* **Address**

* **City**

* **State**

* **ZIP Code**

Email Address:

* **Email Address**

Evening Phone Number:

*Evening Phone Number

Day Phone Number:

*Day Phone Number

Phone Number At Old Delivery Address:

* Phone Number

Old Delivery Address:

* Address
* City
* State
* ZIP Code

When do you want service to stop at your old address? The Service provider cannot make guarantees, but will make the best effort to accommodate this date.

***Stop Date:**

When do you want delivery to begin at your new address? The Service provider cannot make guarantees, but will make the best effort to accommodate this date (requires 3 days advance notice.)

***Service Start Date:**

/ /

What is your account number for The Boston Globe?

Account Number :

What is your account number for The Wall Street Journal?

Account Number :

Note: The information you provide will be sent to the merchant you have selected in order for them to process your order. If you have questions on how the data will be used, please click here to view an index of merchant privacy policies.

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MoversGuide.com uses Secure Socket Layer Encryption (SSL) to protect all of the information you enter. For full details read our [Security](#) and [Privacy Policy](#).

* indicates a required field

Billing Method:

Bill By Credit Card

Credit Card Number:

***Credit Card Type**

***Credit Card Number**

***Expiration Date**

/

Name as it appears on credit card:

***First Name**

***Last Name**

Current billing address for this card:

(If you've moved and haven't contacted your credit card company, enter your old billing address!)

***Address**

***City**

***State**

*ZIP Code

Phone Number on record for credit card:

*Phone Number

Note: The information you provide will be sent to the merchant you have selected in order for them to process your order. If you have questions on how the data will be used, please click here to view an index of merchant privacy policies.

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Order Summary: Subscribe To Newspapers

Review your order. If all of the information is correct, please click the **Submit Order** button below. If you need to edit your checkout information, please click the **Edit Information** button.

ORDER SUMMARY:

Deliver To Name:

John J. Smith
123 Apple DR
WATERTOWN MA
02472

Start Delivery At New Address On:

11/10/2001
(617) 333-2222

New Delivery Address:
Phone Number At Old Delivery
Address:

321 Pear Way
BOSTON MA
02215

Stop Date For Old Address:

10/10/2001
By Credit Card

Credit Card Type:

Visa
xxxx-xxxx-xxxx-1111

Expiration Date:
10/2005

Name on Credit Card:

John J. Smith
321 Pear Way
BOSTON MA
02215

Credit Card Billing Phone Number:
(781) 555-1111

Service Provider: The Wall Street Journal

Order Date: 8/14/2001

Product	Order Type	Item Total
Weekday Subscription for 13 weeks, plus four weeks free - a total of 17 weeks	Change Address	per subscription

Service Provider: Boston Herald

Order Date: 8/14/2001



Product	Order Type	Item Total
Monday through Sunday Service for 24 weeks	New	\$51.12 each

Service Provider: The Boston Globe

Order Date: 8/14/2001

Product	Order Type	Item Total
Seven Day Home Delivery at 50% off for the first 12 Weeks	Change Address	per week

The Boston Globe

Note: By clicking the **Submit Order** button below, you are authorizing MoversGuide.com to transmit the information that you have entered to the merchant(s) listed above. Please print this Order Summary for your records.



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Order Confirmation: Subscribe To Newspapers

Your Order Confirmation number for The Wall Street Journal is: 459zqwOMKw

Your Order Confirmation number for Boston Herald is: 460zBBCzaw

Your Order Confirmation number for The Boston Globe is: 461zPINJ8Y

If you have questions about your order, Click Here for Customer Service

Would you like to register with MoversGuide.com?

Register with MoversGuide.com now, and you will not have to re-enter your personal information during future visits.

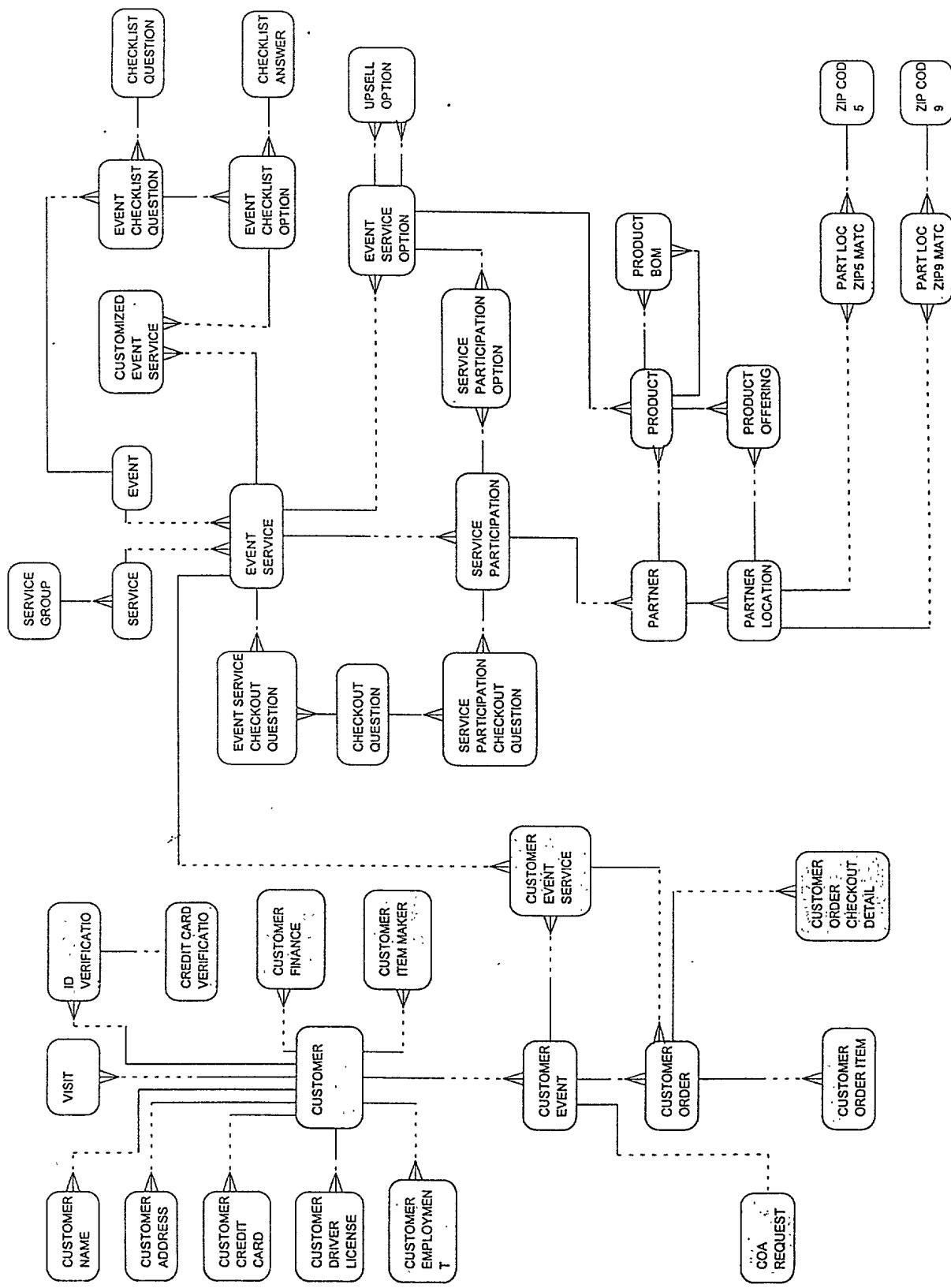
Yes, I would like to register with MoversGuide.com.

No, I do not want to register with MoversGuide.com.

Finish

APPENDIX II

Logical Data Model for MG.com



TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Account	2F	C	A group of fields populated at account creation time by a customer. When a customer logs into his/her account, the entered account information is checked against the account information on the system. The customer can modify the account information after logging in.					X	X
Account Name	2F	C	A name created by a customer as the account identifier. All user names are unique in the system.				X	X	X
Address	2F	C	A group of fields that hold an address entered by a visitor or a customer. All addresses in the system have been standardized against the USPS address database. The system will not accept an address not in the USPS address database.				X	X	X
Address 1	2F	C	The first address line of an address.				X	X	X
Address 2	2F	C	The second address line of an address.				X	X	X
Address Purpose	2F	C	The purpose of an address, which could be move_from, move_to, ship_to, and bill_to.				X	X	X
Address Type	1T	S	The type of an address format based on USPS standard. The available address types are street, apartment, rural, etc.				X	X	X
Address Type Id	2F	C	The type of an address. 1 - old. 2 - new.				X	X	X
Anchor Field	2F	S	A field to indicate the special status of checkout question. Checkout questions are displayed and validated in groups and the group size can vary from 1 to many. In general, the last field in a group is designated as the anchor field. The system only displays list of values from previously saved records immediately below an anchor field. The validation of the input to the checkout questions is also done based on anchor fields.				X	X	X
Answer Type Id	2F	S	The type of answer (e.g. Y/N radio button, list of values, etc.) to a checklist question.				X	X	X
Area Code	2F	C/S	The 3-digit area code of a phone number.				X	X	X
Bank Account	2F	C	A group of fields that hold the information required to open a bank account.				X	X	X
Bill to Address	3V	C	A group of fields that hold an address to receive bill.				X	X	X
Bundle Package	2F	S	A field to indicate if the product is a bundled package. If yes, the product components of the bundled package are specified in Product Bom.				X	X	X
Call Back Date	2F	C	The date to call the customer back.				X	X	X
Call Back Time	2F	C	The time to call the customer back.				X	X	X
Callback	2F	C	A group of fields that hold the customer's preference for callback.				X	X	X
Cancellation Policy	2F	S	The policy to cancel orders.				X	X	X
Checklist Answer	1T	S	A possible response to any checklist questions.				X	X	X
Checklist Answer Id	2F	S	A unique and meaningless number to identify a checklist answer.				X	X	X
Checklist Question	1T	S	A question for a visitor to customize the checklist.				X	X	X
Checklist Question Id	2F	S	A unique and meaningless number to identify a checklist question.				X	X	X
Checkout Question	1T	S	A question to be asked on a checkout page to complete the ordering process.				X	X	X
Checkout Question Group Id	2F	C/S	A unique and meaningless number to identify a checkout question group.	coutQGroupId	X	X	X	X	X
Checkout Question Id	2F	C/S	A unique and meaningless number to identify a checkout question.	coutQId	X	X	X	X	X
Checkout Question Value	2F	C/S	The input from a customer to a checkout question in a checkout question group.	coutQValue	X	X	X	X	X

17 Table 2F: Named Field, 3V: Value Field, 4C: Conceptual
 C: Customer only, CS: Customer/System, S: System only
 SE: Security, OF: Order Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Debugging

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Child Option Id	2F	S	The upsell service option.					X	
Child Product Id	2F	S	The component product of a bundled package.					X	X
Citizenship	3V	C	The citizenship of the customer for credit verification.					X	X
City	2F	C	The city of an address.					X	X
City Id	2F	S	A unique and meaningless number to identify a city.					X	
COA Cost	2F	S	The direct unit cost for a change of address order. This cost is applicable for product offerings that will accept change of address requests on line such as magazines or newspapers.					X	X
COA Id	2F	C	A unique and meaningless number to identify an ICOA request.					X	X
COA Order Allowed	2F	S	A field to specify if a change of address order can be accepted.					X	X
COA Request	1T	C	An ICOA request confirmed and submitted by a customer.					X	X
Contact	2F	S	The name of the contact at a partner location.					X	X
Country	2F	C	The country of an address. For MoversGuide.com, the country will be defaulted to USA.					X	X
County Id	2F	S	A unique and meaningless number to identify a county.					X	
Credit Card	2F	C	A group of fields that hold the information about a customer's credit card. A customer can elect to save the information about a credit card in the system for later use. Otherwise, a customer will have to enter the credit card information for every purchase.					X	X
Credit Card Number	2F	C	The number of a credit card.					X	X
Credit Card Type Id	2F	C	The type of a credit card (e.g. American Express, Visa, Master, etc.).					X	X
Credit Card Verification	2F	C	The credit card used for ID purposes.					X	X
Customer	1T	C	A person that has created an account with MoversGuide.com. The system assigns a unique and meaningless number called customer ID to each customer.					X	X
Customer Credit Card	1T	C	A credit card record a customer elects to save in the system for later use.					X	X
Customer Driver License	1T	C	A driver license a customer elects to save on the system for later use.					X	X
Customer Employment	1T	C	An employment record a customer elects to save in the system for later use.					X	X
Customer Event	1T	C	A specific event for a customer. For example, if a customer uses MoversGuide.com for 2 moves, there will be 2 customer events on the system - one for each move.					X	X
Customer Event Service	1T	C	All the services applicable to a customer event. Each applicable service is also listed as an item on the checklist.					X	X
Customer Finance	1T	C	A finance record a customer elects to save in the system for later use.					X	X
Customer ID	2F	C	A unique and meaningless number to identify a customer.					X	X
Customer Item Maker	1T	C	An item record a customer elects to save in the system for later use.					X	X
Customer Name	1T	C	A name used by a customer, who elects to save it on the system for later use.					X	X

17. Table 2F: Named Field, 3V: Value Field, 4C: Conceptual
 C: Customer only, CS: Customer System, S: System only
 SE: Security, OF: Order Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Debugging

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Customer Order	1T	C	An order confirmed and submitted by a customer to acquire product offerings from a partner for a service. A customer order is at service participation level, which is a combination of service and partner. For example, if a customer orders moving supplies from 2 companies, there will be 2 customer orders. To follow the same logic, if a customer orders LD and cable separately from 1 company, there will 2 customer orders as well.						
Checkout Detail	1T	C	A checkout question in a checkout question group and input from the customer required to fill a customer order. If a checkout question is asked twice in different checkout question groups, there will 2 checkout question detail records.						
Customer Order Id	2F	C	A unique and meaningless number to identify a customer order.	custOrderId					
Customer Order Item	1T	C	An item (i.e. product offering) on a customer order.						
Customer Order Policy	2F	S	The policy regarding customer orders.						
Customer Residence	1T	C	A residence record a customer elects to save in the system for later use.						
Customer Service Policy	2F	S	The policy regarding Customer Service.						
Customer Social Security Number	1T	C	A social security record a customer elects to save in the system for later use.						
Customizable	2F	S	A field to indicate the applicability of an event service to a customer. If an event service is not customizable, it is applicable to any customer. Otherwise, the applicability of an event service depends on the customer's answers to the event checklist questions. For example, pet related services are customizable since they are only applicable to those who are moving with pets.						
Customized Event Service	1T	S	An event service applicable to an event checklist option.						
Date 1	2F	C	The move-out date for a customer event (i.e. a move on MoversGuide.com).						
Date 2	2F	C	The move-in date for a customer event (i.e. a move on MoversGuide.com).						
Date of Birth	3V	C	The customer's date of birth.						
Default Option	2F	S	A designated answer to a checklist question when it is first displayed.						
Delivery Time	2F	S	The standard delivery lead time from a partner location to anywhere in the USA.						
Description	2F	S	A group of fields that hold various descriptions of an object (e.g. product, partner, etc.)						
Desired Media	3V	C	The media to be used to deliver a product a customer ordered (e.g. CD, 3 1/2" diskette).						
Direct Cost	2F	C	The direct cost of an item or an order.						
Direct Cost	2F	C/S	A group of fields that hold the various direct costs of a product offering.						
Directory Listing Type	3V	C	The type of directory listing requested at ship to address.						
Display Name	2F	S	The name (heading) to be displayed on the screen for an object.						
Display Sequence	2F	S	The sequence to display an object (e.g. service participation, product offering, etc.)						
Dma Id	2F	S	A unique and meaningless number to identify a cDMA.						
Driver License	2F	C	A group of fields that hold a driver license issued by a state for credit verification.						
Driver License Number	2F	C	The number of a driver license used by a customer for credit verification.						

¹¹ Table: 2F: Named Field, 3V: Value Field, 4C: Conceptual
 C: Customer only, C/S: Customer/System, S: System only
 SE: Security, OF: Order Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Debugging

MG.Com Glossary of Terms

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Duration	2F	S	The lead time in number of days.		X	X	X	X	
Effective Date	2F	S	A group of fields that specify the valid time period of an object.		X	X	X	X	
Email Address Sent	2F	C	The email address to which the system sent the ICOA email confirmation.		X	X	X	X	
Email Confirmation									
Time Stamp	2F	C	'The time the system sent the email confirmation to the customer's email account.		X	X	X	X	
Email Sent Time									
Stamp	2F	C	The time the system sent the email confirmation to the customer's email account.		X	X	X	X	
Employer Name	2F	C	The name of a customer's employer for credit verification.		X	X	X	X	
Employment	2F	C	A group of fields that hold the customer's employment history for credit verification.		X	X	X	X	
Employment Status	2F	C	The status with the employer for credit verification. 1 - current. 2 - concluded.		X	X	X	X	
Event	1T	S	A significant incident for a person. Examples are moving, retiring, getting driver's license, etc.		X				
Event Checklist									
Option	1T	S	A combination of a checklist question and one of its acceptable answers for an event.		X				
Event Checklist Question	1T	S	A checklist question for an event.		X				
Event Id	2F	C/S	A unique and meaningless number to identify an event.		X	X	X	X	
Event Sequence	2F	C	A unique and sequential number to a customer to indicate a particular customer event (e.g. a move)		X	X	X	X	
Event Service	1T	S	A service applicable to an event.		X				
Event Service Checkout Question	1T	S	A checkout question applicable to an event service regardless of partners offering the products.		X				
Event Service Option	1T	S	A group of relevant products in one service. For example, Room Package is an option for the Moving Supplies service.		X				
Exchange	2F	C/S	The 3-digit exchange code of a phone number.		X	X	X	X	
Expiration Date	2F	C	The expiration date of an object (e.g. credit card, driver license, etc.)		X	X	X	X	
Express Shipping Cost	2F	C/S	The unit cost of express shipping.		X	X	X	X	
Express Shipping Cost Calculation Basis Id	2F	S	The method to calculate the express shipping cost. 1 - by percentage based on the sales amount and 2 - per basis (i.e. order or product offering) regardless of sales amount.		X	X	X	X	
Express Shipping Role Id	2F	S	The role of the express shipping cost. 1 - overwrite the regular shipping cost and 2 - add to the regular shipping cost.		X	X	X	X	
Extra Cost	2F	C	The extra cost of an item or an order.		X	X	X	X	
Extra Cost Finance	2F	C/S	A group of fields that hold the various extra costs of an order or a product offering.		X	X	X	X	
First Name	2F	C	The first name of a person.		X	X	X	X	
Handling Cost	2F	C/S	The unit cost of handling.		X	X	X	X	
Handling Cost Calculation Basis Id	2F	S	The method to calculate the handling cost. 1 - by percentage based on the sales amount and 2 - per basis (i.e. order or product offering) regardless of sales amount.		X	X	X	X	
Heavy Color	2F	S	The heavy color to be used for an object.		X	X	X	X	

1T: Table, 2F: Named Field, 3V: Value Field, 4C: Conceptual
 C: Customer only, C/S: Customer/System, S: System only
 SE: Security, OF: Order Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Debugging

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Household Member	4C		A household member is a person for whom a customer uses his/her proven identity to acquire services on MoversGuide.com.						X
ICOA Time Stamp	2F	C	The time a customer confirms and submits an ICOA request.		X	X	X	X	
Id Verification	1T	C	An identification verification record.		X	X	X	X	
ID Verification ID	2F	C	A unique and meaningless number to identify an ID verification.		X	X	X	X	
Image	2F	S	The location of the image file for an object.		X	X	X	X	
Item Maker	2F	C	A group of fields that hold the maker information of an item.		X	X	X	X	
Item Status	3V	C	The status of an item (e.g. moveable car to be transported).		X	X	X	X	
Last Commit	2F	C	The time a record was last updated.		X	X	X	X	
Last Name	2F	C	The last name of a person.		X	X	X	X	
Lead Time	2F	S	A group of fields that hold the fields required to calculate the lead time of an event service.		X	X	X	X	
Lead Time Basis	2F	S	The basis to calculate the lead time of a service. 1 - move out date. 2 - move in date. 3 - the earlier of the two. 4 - the later of the two.		X	X	X	X	
Length	2F	S	The length of an object to be displayed on the screen.		X	X	X	X	
Light Color	2F	S	The light color to be used for an object.		X	X	X	X	
Link	2F	S	The URL for an object.		X	X	X	X	
Location Id	2F	C/S	A unique and meaningless number within a partner to identify a partner location.		X	X	X	X	
Long Description	2F	C/S	Long length text description (2000 characters) of an object.		X	X	X	X	
Long Distance Provider	3V	C	The long distance service provider at the ship to address.		X	X	X	X	
Manufacturer	2F	C	The manufacturer of an item.		X	X	X	X	
Marketing Answer			A unique and meaningless number to identify a type of answer (e.g. Y/N, age listing, etc.) for marketing questions.	MarkATypeId	X				
Type Id	2F	S	A unique and meaningless number within a service participation to identify a marketing question.	MarkOld	X	X	X	X	
Marketing Question Id	2F	S	A unique and meaningless number to identify the method to locate a partner location. 1 - by state, 2 - by city, 3 - by county, 4 - by dma. 5 - by zip5. 6 - by designated zip5. 7 - by designated zip9.		X	X	X	X	
Match Method Id	2F	S	The maximum number of answers a checklist question will accept.		X	X	X	X	
Maximum Answer	2F	S	The calendar day duration to calculate maximum order quantity. For example, if a customer can order no more than 5 magazines per week, the maximum order duration will be set to 7.		X	X	X	X	
Maximum Order Duration	2F	S	The maximum number of product offerings a customer can order. For example, if it is set to 1 for a product, a customer can only order quantity of 1 for the product. If it is set to 1 for an event service option, a customer can only order 1 product from the option for the quantity of 1. If it is set to 1 for an event service, a customer can only order 1 product from the service regardless of options for the quantity of 1. If the field has NULL value, it means there is no order quantity restriction.		X	X	X	X	
Maximum Order Quantity	2F	S	The medium color to be used for an object.		X	X	X	X	
Medium Color	2F	S	Medium length text description (1000 characters) of an object.		X	X	X	X	
Medium Description	2F	C/S	Medium length text description (1000 characters) of an object.		X	X	X	X	
Middle Name	2F	C	The middle name of a person.		X	X	X	X	
Model	2F	C	The model of an item.		X	X	X	X	

17: Table 2F: Named Field, 3V: Value Field, 4C: Conceptual
 C: Customer only, CS: Customer/System, S: System only
 SF: Supplier, OF: Order Fulfillment, CS: Customer/Supplier, SI: Site, P: Parameter

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Model Year	2F	C	The year for the model of an item.						
Monthly Mortgage	2F	C	The monthly mortgage payment of a customer for credit verification.						
Monthly Rent	2F	C	The monthly rent of a customer for credit verification.						
Monthly Salary	2F	C	The monthly salary income of a customer for credit verification.						
MVL Time Stamp	2F	C	The time the system processed the ICOA request and created a file for MVL processing.						
Name	2F	S	The name of an object.						
Name Id	2F	C	A unique and meaningless number within a customer to identify a saved name.						
New Address	2F	C	The new address of an ICOA request record.						
New Construction	3V	C	A field to indicate if the building at the ship to address is a new building.						
New Cost	2F	S	The direct unit cost for a new order. Most product offerings will have new costs.						
New Order Allowed	2F	S	A field to specify if a new order can be accepted.						
No Extra Cost									
Minimum	2F	S	The minimum sales amount to waive all the extra costs.						
Number of Calling Cards	3V	C	The number of calling card a customer ordered.						
Old Address	2F	C	The old address on an ICOA request record.						
Option Id	2F	S	A unique and meaningless number within a service for an option.						
Option Type Id	2F	S	A field to indicate the option is a standalone option or an upsell option. 1 - standalone, 2 - upsell.						
Order Date	2F	C	The date a customer order was placed.						
Order Status	2F	C	The status of a customer order. 1 - open, 2 - processed, 3 - closed.						
OrderOption	2F	S	A group of fields that specify the parameters to accept an order for a particular event (i.e. a move on MoversGuide.com). Order options are available at Event Service, Event Service Option, and Product levels.						
Parent Option Id	2F	S	The standalone service option.						
Parent Product Id	2F	S	The bundled package.						
Partner	1T	S	An entity that does business with MoversGuide.com.						
Partner Assigned ID	2F	C/S	The ID assigned by a partner for an object.						
Partner Id	2F	C/S	A unique and meaningless number to identify a partner.						
Partner Location	1T	S	A logically unique location for a partner to organize its product offerings. In general, the number of partner locations for a partner will be consistent with the match method specified for the service participation with the exception of zip5 and zip9 match. For instance, if the match method is by state, each state the partner serves should have a partner location. If a cable company offers the same products in two states with different pricing, there will be 2 partner locations in the system for the cable company although it may only have one physical location in one of the two states.						
Partner Location Zip5 Match	1T	S	A record to specify a partner location serving a particular zip5.						

11: Table 2: Named Field, 3V Value Field, 4C: Conceptual
 C: Customer only, CS: Customer System, S: System only
 5SE: Security, OF: Order Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Debugging

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Partner Location Zip9 Match	1T	S	A record to specify a partner location serving a particular zip9. This table will be running the risk of becoming too large to be managed if many partners have match method of zip9. There are 3MM zip9s in the country and potentially this table can be > 30MM records, which makes any real-time retrieval with reasonable response time close to impossible without special hardware and software.	PartLocZip9Match					
Partner Type Id	2F	C/S	A field to indicate a partner type. 1 - service provider. 2 - distribution channel. For each relationship a partner has with MoversGuide.com, a partner record will be set up.			X	X	X	
Password	2F	C	A password created and maintained by a customer to match an account name.		X	X	X	X	
Person Name	2F	C	A group of fields that hold a name.		X	X	X	X	
Phone	2F	C/S	A group of fields that hold a phone number.		X	X	X	X	
Phone Number	2F	C/S	The 4-digit number following the exchange code of a phone number.		X	X	X	X	
PO Box	2F	C	The PO Box of an address if applicable.		X	X	X	X	
Policy	2F	S	A group of fields that hold various policies of an object (e.g. partner, USPS, etc.)		X	X	X	X	
Position	2F	C	The description of a customer's title with an employer for credit verification.		X	X	X	X	
Presentation	2F	S	A group of fields that specify how an object will be displayed on the site.		X	X	X	X	
Privacy Policy	2F	S	The policy regarding privacy.		X	X	X	X	
Processing Log	2F	C	A group of fields that document the processing steps of an ICOA request.		X	X	X	X	
Product	1T	S	A product from a partner for a service option.		X	X	X	X	
			A record that documents the relationship between a bundled package and one of its component products. If a bundled package has 3 components, there will be 3 Product/Bom records. Of course, all four products including the bundled package and the 3 components need to be set up as products first in the Product table.						
Product Bom	1T	S			X	X	X	X	
Product Id	2F	C/S	A unique and meaningless number to identify a product.		X	X	X	X	
Product Offering	1T	S	A product offered by a partner location.		X	X	X	X	
Quantity	2F	C/S	Number of an object.		X	X	X	X	
Quote Policy	2F	S	The policy regarding quotes given out on the site.		X	X	X	X	
Record Log	2F	C	A group of fields to document the last update of an record.		X	X	X	X	
Regular Shipping Cost	2F	C/S	The unit cost of regular shipping.		X	X	X	X	
Regular Shipping Cost Calculation Basis	2F	S	The method to calculate the regular shipping cost. 1 - by percentage based on the sales amount and 2 - per basis (i.e. order or product offering) regardless of sales amount.		X	X	X	X	
Reminder Answer	2F	C	The answer to the reminder question. It is created and maintained by a customer. See Reminder Question for more details.		X	X	X	X	
			A question created and maintained by a customer. If a customer forgets his/her password, the system can display this question and prompt the customer to enter an answer. If the answer matches the one stored in the system, the system will send the password to the customer's email account without the user name.						
Reminder Question	2F	C	The direct unit cost for a renewal order. This cost is applicable for product offerings that can be renewed such as magazines or newspapers.		X	X	X	X	X
Renewal Cost	2F	S							

11: Table, 2F: Named Field, 3V: Value Field, 4C: Conceptual
 C: Customer only, CS: Customer/System, S: System only
 SE: Security, OF: Order Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Debugging

MG.Com Glossary of Terms

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Renewal Order	2F	S	A field to specify if a renewal order can be accepted.			X	X	X	X
Allowed	2F	S	A field to specify if a customer can reorder.		X	X	X		
Reorder Allowed	2F	S	A field to indicate if a not Null value is required.		X	X	X		
Required	2F	S	A field that holds the states a customer has had residence established in the past.		X	X	X		
Residence	2F	C	The verification result description returned by the verifier.	resultDesc	X	X	X	X	
Result Description	2F	C	The verification result Id returned by the verifier.		X	X	X	X	
Result Id	2F	C	The verification result Id returned by the verifier.		X	X	X	X	
Route	2F	C	The rural route Id of an address if applicable.		X	X	X	X	
Sequence Id	2F	C	A number to identify the sequence of a record.		X	X	X	X	
			A clearly identifiable work a person performs during an event. On MoversGuide.com, each item on the checklist is a service. The characteristics of a service include one set of description fields, several cohesive options to group the products for the service, several service providers, and one set of check out questions. A service can be available to several events and vice versa.						
Service	1T	S	A grouping of services for illustration and usability purposes for the customers. There is no specific function to be performed on a service group.						
Service Group	1T	S	A method to group related products available to a service.			X	X		
Service Option	1T	S	A record that documents a partner's participation in a service.			X	X	X	
Service Participation	1T	S	A checkout question in a checkout question group to be asked for a particular service participation. This table is used to store the checkout questions specific to a service participation.			X	X	X	
Service Participation	1T	S	A marketing question to be asked for a service participation at the end of the checkout process. The difference between a marketing question and a checkout question is that no validation will be done to the answer of a marketing question.			X	X	X	
Marketing Question	1T	S							
Ship to Address	3V	C	A group of field that holds an address to receive goods or services.			X	X	X	
Shipping Policy	2F	S	The policy regarding shipping.			X	X	X	
Short Description	2F	C/S	Short length text description (240 characters) of an object.			X	X	X	
Social Security Number	2F	C	A social security number for credit verification.			X	X	X	
SSN	2F	C	The social security number used by a customer.			X	X	X	
Start Date	2F	S	The beginning of an effective date. This field is a date time field.			X	X	X	
State	2F	C	The USPS designated 2-letter state abbreviation.			X	X	X	
State Id	2F	S	A 2-letter USPS designated state abbreviation.			X	X	X	
Status	2F	C	The status of a customer event service, which is also a checklist item. 1 - Open. 2 - Completed.			X	X	X	
			The end of an effective date. This field is a date time field. A NULL value for the field represents that the object will be valid forever after the start date.			X	X	X	
Stop Date	2F	S				X	X	X	
Suffix	2F	C	The suffix in a person's name.			X	X	X	
Suspension Reason	2F	C	The reason an ICOA request is suspended and waiting for manual review.			X	X	X	
Suspension TS	2F	C	The time an ICOA request is suspended.			X	X	X	

1T, Table, 2F: Named Field, 3V: Value Field, 4C: Conceptual
 C: Customer City, C/S: Customer/System, S: System only
 SE: Security, OF: Order Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Debugging

MG.COM Glossary of Terms

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Suspension User Name	2F	C	The user name of the subject that suspended an ICOA request.		X	X	X		
Time Zone	2F	C	A US time zone on which the call back time is based.		X	X	X	X	
Title	2F	C	The title in a person's name.		X	X	X	X	
Total Cost	2F	C	The total cost of an item or an order.		X	X	X	X	
Unit ID	2F	C	The unit ID of an address if applicable.		X	X	X	X	
UOM	2F	S	Unit of measure of an object.		X	X	X	X	
Upsell Option	2F	S	A record that documents the relationship between a standalone service option and an upsell service option.		X	X	X	X	X
User Name	2F	C	The name of user account to access the database.	verifyTypeid	X	X	X	X	
VerificationType Id	2F	C	A type of ID verification. 1 - digital certificate. 2 - credit card.		X	X	X	X	
Verifier	2F	C	The entity that confirms the verification of the Id.						
			A set of contiguous activities on MoversGuide.com by a visitor. When a visitor first comes to MoversGuide.com, the system assigns a unique and meaningless text string called session ID and a unique and meaningless number called visit ID to signify the beginning of a visit session. Since Internet is a stateless environment, the session ID is a common practice and necessity for on-line transaction processing purposes. The system will automatically terminate a visit session based on a pre-determined duration of inactivity. The system will track the visit statistics including the browser's environment variables and the page visited. The visit ID will be tied to a customer ID if the visitor chooses to create an account on MoversGuide.com.						
Visit	1T	C	A unique and meaningless number assigned to each session.		X	X	X	X	
Visit Id	2F	C	A unique and meaningless number assigned to each session.		X	X	X	X	
Visitor	4C		A person who visits MoversGuide.com.		X	X	X	X	
Warranty Policy	2F	S	The policy regarding warranty.		X	X	X	X	
			The field to indicate if a service can begin on a weekend day. If not, the start date of a service will the Friday before the weekend.						
Weekend Allowed	2F	S			X	X	X	X	
Zip Code 5	1T	S	A zip5 record.		X	X	X	X	
Zip Code 9	1T	S	A zip9 record.		X	X	X	X	
ZIP5	2F	C/S	The 5-digit Zip code of an address.		X	X	X	X	
ZIP9	2F	C/S	The 9-digit Zip code of an address.		X	X	X	X	

1T: Table, 2F: Named Field, 3W: Value Field, 4C: Conceptual
 C: Customer only, C/S: Customer/System, S: System only
 SE: Security, OF: Order Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Debugging

/* User-defined Objects used in Tables

```

Account
(
accountName      VARCHAR2(20)  ,
password         VARCHAR2(10)  ,
reminderQ        VARCHAR2(40)  ,
reminderA        VARCHAR2(40)  ,
)

Address
(
addr1            VARCHAR2(60)  ,
addr2            VARCHAR2(60)  ,
poBox            VARCHAR2(20)  ,
route             VARCHAR2(40)  ,
city              VARCHAR2(40)  ,
state             VARCHAR2(40)  ,
country           VARCHAR2(40)  ,
unitId            VARCHAR2(20)  ,
zip5              Number       ,
zip9              Number       ,
)

CallBack
(
cbDate           VARCHAR2(20)  Not Null,
cbTime            VARCHAR2(20)  Not Null,
timeZone          VARCHAR2(10)  Not Null
)

CreditCard
(
typeId           Number       Not Null,
ccNumber          VARCHAR2(40)  Not Null,
pName             PersonName  Not Null,
expirationDate   Date        Not Null,
addr              Address     ,
)

Description
(
name              VARCHAR2(40)  Not Null,
image             VARCHAR2(240)  ,
link              VARCHAR2(240)  ,
partnerAssignedId VARCHAR2(240)  ,
mdesc             VARCHAR2(1000)  ,
ldesc             VARCHAR2(2000)  ,
)

DirectCost
(
newCost           Number       ,
renewalCost        Number       ,
coaCost            Number       ,
)

DriverLicense
(

```

<i>stateId</i>	<i>VARCHAR2(10)</i>	<i>Not Null,</i>
<i>dlNumber</i>	<i>VARCHAR2(40)</i>	<i>Not Null,</i>
<i>expirationDate</i>	<i>Date</i>	<i>Not Null</i>
<i>)</i>		
 <i>EffectiveDate</i>		
<i>(</i>		
<i>startDate</i>	<i>Date</i>	<i>Not Null,</i>
<i>stopDate</i>	<i>Date</i>	
<i>)</i>		
 <i>Employment</i>		
<i>(</i>		
<i>employerName</i>	<i>VARCHAR2(40)</i>	<i>Not Null,</i>
<i>employmentStatus</i>	<i>Number</i>	<i>Not Null,</i>
<i>position</i>	<i>VARCHAR2(40)</i>	<i>Not Null</i>
<i>)</i>		
 <i>ExtraCost</i>		
<i>(</i>		
<i>regShipCostCalcBasisId</i>	<i>Number</i>	,
<i>regShipCost</i>	<i>Number</i>	,
<i>handlingCostCalcBasisId</i>	<i>Number</i>	,
<i>handlingCost</i>	<i>Number</i>	,
<i>expShipCostCalcBasisId</i>	<i>Number</i>	,
<i>expShipCost</i>	<i>Number</i>	,
<i>expShipRoleId</i>	<i>Number</i>	,
<i>noExtraCostMin</i>	<i>Number</i>	
<i>)</i>		
 <i>Finance</i>		
<i>(</i>		
<i>monthlyRent</i>	<i>Number</i>	<i>Not Null,</i>
<i>monthlyMortgage</i>	<i>Number</i>	<i>Not Null,</i>
<i>monthlySalary</i>	<i>Number</i>	<i>Not Null,</i>
<i>numberOfDependents</i>	<i>Number</i>	<i>Not Null</i>
<i>)</i>		
 <i>ItemMaker</i>		
<i>(</i>		
<i>manufacturer</i>	<i>VARCHAR2(40)</i>	<i>Not Null,</i>
<i>model</i>	<i>VARCHAR2(40)</i>	<i>Not Null,</i>
<i>modelYear</i>	<i>Number</i>	<i>Not Null</i>
<i>)</i>		
 <i>LeadTime</i>		
<i>(</i>		
<i>basisId</i>	<i>Number</i>	,
<i>duration</i>	<i>Number</i>	,
<i>weekendAllowed</i>	<i>boolean</i>	
<i>)</i>		
 <i>OrderOption</i>		
<i>(</i>		
<i>newOrderAllowed</i>	<i>Boolean</i>	<i>Not Null,</i>
<i>renewOrderAllowed</i>	<i>Boolean</i>	<i>Not Null,</i>
<i>coaOrderAllowed</i>	<i>Boolean</i>	<i>Not Null,</i>
<i>maxOrderQty</i>	<i>Number</i>	<i>Not Null,</i>

maxOrderDuration	Number	Not Null,
reorderAllowed	Boolean	Not Null,
)		
PersonName		
(
title	VARCHAR2(10)	,
fname	VARCHAR2(40)	,
mname	VARCHAR2(40)	,
lname	VARCHAR2(80)	,
suffix	VARCHAR2(10))
Phone		
(
areaCode	VARCHAR2(10)	,
exchange	VARCHAR2(10)	,
phoneNum	VARCHAR2(10))
Policy		
(
cancellation	VARCHAR2(2000)	,
shipping	VARCHAR2(2000)	,
customerService	VARCHAR2(2000)	,
privacy	VARCHAR2(2000)	,
customerOrder	VARCHAR2(2000)	,
warranty	VARCHAR2(2000)	,
quote	VARCHAR2(2000))
Presentation		
(
lColor	VARCHAR2(40)	,
mColor	VARCHAR2(40)	,
hColor	VARCHAR2(40)	,
font	VARCHAR2(40))
ProcessingLog		
(
icoaTS	Date	,
emailAddressSent	VARCHAR2(240)	,
emailSentTS	Date	,
emailConfirmationTS	Date	,
invITS	Date	,
suspensionReasonId	Number	,
suspensionTS	Date	,
SuspensionUserName	VARCHAR2(240))
RecordLog		
(
userName	VARCHAR2(240)	Not Null,
lastCommit	Date	Not Null
)		
<i>SocialSecurityNumber</i>		
(

```
ssn          VARCHAR2(10)  Not Null
)

Zip5Ref
(
  cityId      Number      Not Null,
  countyId    Number      Not Null,
  stateID     VARCHAR2(10) Not Null,
  DmId        Number      Not Null
)
```

/* Tables

```
AddressType
(
  id          Number      Not Null,
  sdesc       VARCHAR2(240) Not Null
)
Primary Key (id)
```

```
ChecklistAnswer
(
  id          Number      Not Null,
  sdesc       VARCHAR2(40)  Not Null,
  recordLog   RecordLog
)
Primary Key (id)
```

```
EventChecklistQuestion
(
  eventId     Number      Not Null,
  qId         Number      Not Null,
  effectiveDate EffectiveDate ,
  displaySequence Number     Not Null,
  answerTypeId Number     ,
  maxAnswer    Number     ,
  recordLog    RecordLog
)
```

```
EventChecklistOption
(
  eventId     Number      Not Null,
  cListQId    Number      Not Null,
  cListAId    Number      Not Null,
  defaultOption Boolean    Not Null,
  serviceId   Number      Not Null,
  recordLog   RecordLog
)
Primary Key (eventId, cListQId, cListAId)
```

```
ChecklistQuestion
(
  id          Number      Not Null,
  mdesc       VARCHAR2(1000) Not Null,
  recordLog   RecordLog
)
Primary Key (id)
```

```
CheckoutQuestion
(
  id          Number      Not Null,
  name        VARCHAR2(40) Not Null,
  length      Number      Not Null
  anchorfield Boolean    Not Null
)
Primary Key (id)
```

```
CoaRequest
(
```

```

id                      Number      Not Null,
processingLog          ProcessingLog ,
customerId            Number      Not Null,
personName             PersonName Not Null,
email                  VARCHAR2(240) Not Null,
oldAddress              Address     Not Null,
newAddress              Address     Not Null,
effectiveDate          EffectiveDate Not Null,
recordLog               RecordLog  Not Null
)
Primary Key (id)

```

```

CreditCardVerification
(
idVerificationId      Number      Not Null,
creditCard             CreditCard
)
Primary Key (id)

```

```

Customer
(
id                      Number      Not Null,
personName             PersonName ,
email                  VARCAHR2(240) ,
account                Account    ,
recordLog               RecordLog
)
Primary Key (id)

```

```

CustomerAddress
(
customerId            Number      Not Null,
sequenceId            Number      ,
addrTypeId            Number      ,
address                Address    ,
recordLog               RecordLog
)
Primary Key (customerId,sequenceId)

```

```

CustomerCreditCard
(
customerId            Number      Not Null,
sequenceId            Number      ,
creditCard             CreditCard ,
recordLog               RecordLog
)
Primary Key (customerId,sequenceId)

```

```

CustomerDriverLicense
(
customerId            Number      Not Null,
sequenceId            Number      ,
driverLicense          DriverLicense ,
recordLog               RecordLog
)
Primary Key (customerId,sequenceId)

```

CustomerEmployment
 (
customerId Number Not Null,
sequenceId Number ,
employment Employment, ,
recordLog RecordLog ,
)
 Primary Key (customerId,sequenceId)

CustomerEvent
 (
customerId Number Not Null,
eventSequence Number Not Null,
eventId Number Not Null,
date1 Date ,
date2 Date ,
recordLog RecordLog ,
)
 Primary Key (customerId, eventSequence)

CustomerEventService
 (
customerId Number Not Null,
eventSequence Number Not Null,
serviceId Number Not Null,
custEventServiceStatus Number Not Null,
effectiveDate EffectiveDate Not Null,
displaySequence Number Not Null,
recordLog RecordLog ,
)
 Primary Key (customerId, eventSequence,serviceId)

CustomerFinance
 (
customerId Number Not Null,
sequenceId Number ,
finance Finance, ,
recordLog RecordLog ,
)
 Primary Key (customerId,sequenceId)

CustomerItemMaker
 (
customerId Number Not Null,
sequenceId Number ,
itemMaker ItemMaker Not Null,
recordLog RecordLog ,
)
 Primary Key (customerId,sequenceId)

CustomerName
 (
customerId Number Not Null,
sequenceId Number ,
personName PersonName ,
recordLog RecordLog ,
)

Primary Key (customerId,sequenceId)

CustomerOrder

```

(
  id          Number      Not Null,
  customerId  Number      Not Null,
  eventId     Number      Not Null,
  eventSequence Number      ,
  serviceId   Number      Not Null,
  orderDate   Date       Not Null,
  effectiveDate Date      ,
  orderStatus  Number      Not Null,
  partnerId   Number      Not Null,
  directCost   Number      ,
  extraCost    Number      ,
  totalCost    Number      ,
  recordLog    RecordLog
)

```

Primary Key (id)

CustomerOrderCheckoutDetail

```

(
  custOrderId   Number      Not Null,
  coutQGroupId Number      Not Null,
  coutQId       Number      Not Null,
  coutQValue    VARCHAR2(240) ,
  recordLog     RecordLog
)

```

Primary Key (custOrderId, coutQGroupId, coutQId)

CustomerOrderItem

```

(
  custOrderId   Number      Not Null,
  productId     Number      Not Null,
  quantity      Number      Not Null,
  partnerId    Number      Not Null,
  locationId   Number      Not Null,
  directCost    Number      ,
  extraCost     Number      ,
  totalCost     Number      ,
  recordLog    RecordLog
)

```

Primary Key (custOrderId, productId)

CustomerResidence

```

(
  customerId    Number      Not Null,
  residenceId   Number      Not Null,
  residence     VARCHAR2(240) Not Null,
  recordLog     RecordLog
)

```

Primary Key (customerId, residenceId)

CustomerSocialSecurityNumber

```

(
  customerId    Number      Not Null,
  socialSecurityId Number      Not Null,
  socialSecurityNumber SocialSecurityNumber,
)

```

recordLog *RecordLog*

)
Primary Key (customerId, socialSecurityId)

CustomizedEventService

(
 eventId Number Not Null,
 clistQId Number Not Null,
 clistAId Number Not Null,
 serviceId Number Not Null
)

Primary Key (eventId, clistQId, clistAId, serviceId)

Event

(
 id Number Not Null,
 description Description ,
 recordLog RecordLog Not Null
)

Primary Key (lifeEventID)

EventService

(
 eventId Number Not Null,
 serviceId Number Not Null,
 serviceGroupId Number Not Null
 Customizable Boolean Not Null,
 displaySequence Number Not Null,
 description Description ,
 leadTime LeadTime ,
 effectiveDate EffectiveDate ,
 orderOption OrderOption ,
 recordLog RecordLog
)

Primary Key (eventId, serviceId)

EventServiceCheckoutQuestion

(
 eventId Number Not Null,
 serviceId Number Not Null,
 coutQGroupId Number Not Null,
 coutQId Number Not Null,
 required Boolean Not Null
 displaySequence Number Not Null,
 displayName VARCHAR2(40) ,
 effectiveDate EffectiveDate ,
 recordLog RecordLog
)

Primary Key (eventId, serviceId, coutQGroupId, coutQId)

EventServiceOption

(
 eventId Number Not Null,
 serviceId Number Not Null,
 optionId Number Not Null,
 optionTypeId Number Not Null,
 displaySequence Number Not Null,
 description Description ,
 ,

```

effectiveDate      EffectiveDate      ,
orderOption        OrderOption        ,
recordLog          RecordLog          ,
)
Primary Key (eventId, serviceId, optionId)

IdVerification
(
id                  Number            Not Null,
visitId            Number            Not Null,
veriTypeId         Number            Not Null,
verifier            VARCHAR2(240)    Not Null,
resultId           Number            Not Null,
resultDesc          VARCHAR2(240)    Not Null,
recordLog          RecordLog          ,
)
Primary Key (id)

PartLocZip5Match
(
zip5                Number            Not Null,
partnerId          Number            Not Null,
locationId          VARCHAR2(40)    Not Null,
effectiveDate       EffectiveDate      ,
recordLog          RecordLog          ,
)
Primary Key (zip5,partnerId,locationId)

PartLocZip9Match
(
zip9                Number            Not Null,
partnerId          Number            Not Null,
locationId          VARCHAR2(40)    Not Null,
effectiveDate       EffectiveDate      ,
recordLog          RecordLog          ,
)
Primary Key (zip9,partnerId,locationId)

Partner
(
id                  Number            Not Null,
name                VARCHAR2(40)    Not Null,
partnerTypeId       Number            Not Null,
description          Description          ,
presentation         Presentation         ,
recordLog          RecordLog          ,
)
Primary Key (id)

PartnerLocation
(
partnerId          Number            Not Null,
locationId          Number            Not Null,
address              Address            ,
phone                Phone              ,
description         Description          ,
contact              PersonName         ,
deliveryTime         Number            ,
)

```

```

effectiveDate      EffectiveDate      ,
zip5Ref           Zip5Ref           ,
recordLog         RecordLog         ,
)
Primary Key (partnerId,locationId)

```

```

Product
(
id                 Number            Not Null,
description        Description        ,
eventId            Number            Not Null,
serviceId          Number            Not Null,
optionId           Number            Not Null,
displaySequence   Number            Not Null,
bundlePackage     boolean           Not Null,
orderOption        OrderOption       ,
recordLog          RecordLog         ,
)
Primary Key (id)

```

```

ProductOffering
(
partnerId          Number            Not Null,
locationId         VARCHAR2(40)      Not Null,
productId           Number            Not Null,
effectiveDate      EffectiveDate      ,
uom                VARCHAR2(40)      Not Null,
directCost          DirectCost         ,
extraCost           ExtraCost         ,
description         Description        ,
recordLog          RecordLog         ,
)
Primary Key (partnerId,locationId,productId)

```

```

ProductBom
(
parentProductId    Number            Not Null,
childProductId     Number            Not Null,
quantity           Number            Not Null,
recordLog          RecordLog         ,
)
Primary Key (parentProductId, childProductId)

```

```

Service
(
id                 Number            Not Null,
description        Description        ,
effectiveDate      EffectiveDate      ,
recordLog          RecordLog         ,
)
Primary Key (serviceId)

```

```

ServiceGroup
(
id                 Number            Not Null,
description        Description        ,
recordLog          RecordLog         ,
)

```

Primary Key (id)

ServiceParticipation

```

(
partnerId          Number      Not Null,
eventId            Number      Not Null,
serviceId          Number      Not Null,
matchMethodId      Number      Not Null,
eccLevel           Number      Not Null,
effectiveDate      EffectiveDate ,
displaySequence    Number      ,
description        Description ,
extraCost          ExtraCost   ,
policy             Policy      ,
recordLog          RecordLog  ,
)

```

Primary Key (partnerId, eventId, serviceId)

ServiceParticipationCheckoutQuestion

```

(
eventId            Number      Not Null,
serviceId          Number      Not Null,
partnerId          Number      Not Null,
coutQGroupId       Number      Not Null,
coutQId            Number      Not Null,
required           Boolean     Not Null,
displaySequence    Number      Not Null,
displayName        VARCHAR2(40) ,
effectiveDate      EffectiveDate ,
recordLog          RecordLog  ,
)

```

Primary Key (eventId, serviceId, partnerId, qGroupId, qId)

ServiceParticipationMarketingQuestion

```

(
partnerId          Number      Not Null,
eventId            Number      Not Null,
serviceId          Number      Not Null,
markQId            Number      Not Null,
effectiveDate      EffectiveDate ,
sdesc              VARCHAR2(240) Not Null,
markATypeId        Number      Not Null,
recordLog          RecordLog  ,
)

```

Primary Key (partnerId, eventId, serviceId, qId)

UpsellOption

```

(
eventId            Number      Not Null,
serviceId          Number      Not Null,
parentOptionId     Number      Not Null,
childOptionId      Number      Not Null,
recordLog          RecordLog  ,
)

```

Primary Key (eventId, serviceId, parentOptionId, childOptionId)

Visit

```

(

```

```
visitId          Number      Not Null,  
pageId          Number      Not Null,  
customerId      Number      ,  
recordLog       RecordLog  Not Null  
)  
Primary Key (visitID,recordLog)
```

```
zipCode5  
(  
zip5            Number      Not Null,  
cityId          Number      Not Null,  
countyId        Number      Not Null,  
stateId         VARCHAR2(10) Not Null,  
dmaId           Number      Not Null,  
recordLog       RecordLog  Not Null  
)  
Primary Key (zip5)
```

```
zipCode9  
(  
zip9            Number      Not Null,  
recordLog       RecordLog  Not Null  
)  
Primary Key (zip9)
```

Trigger Name

Arrival of MoversGuide.com visit request

Trigger Type

External

Frequency

10,000 visitors per day from 8 A.M. to 8 P.M. 200 active sessions during peak time.

Business Transaction

Respond to MoversGuide.com Visit Request

Description

There is only one entry point to MoversGuide.com, which is the home page. After receiving a visit request, the system directs a visitor to the home page and begins a visit session. The home page has two frames and a visitor can click on the following actionable items in each frame.

Top Frame

The actionable items are as follows:

- USPS.com
- Privacy
- About Us
- Help
- Home
- Change of Address
- Shopping
- Info Center
- Login

The top frame remains throughout a visit to the site.

Content Frame

The actionable items are as follows:

- Change Address Online with US Postal Service
- Notify Friends and Family about Change of Address
- Get a Moving Checklist
- Get Driving Direction
- Get Community Information
- Get Important Phone Numbers
- Rent a Truck
- Purchase Moving Supplies
- Connect and Disconnect Cable
- Connect and Disconnect Local Phone
- Connect and Disconnect Long Distance Phone
- Connect and Disconnect ISP
- Connect and Disconnect Wireless
- Connect and Disconnect Utilities

- Purchase New Furniture
- Subscribe to Newspapers
- Get Local Maps
- Get Pet Service
- Get Banking Service

A visit session may be terminated based on a pre-determined duration of inactivity.

Issue

- ~~How to deal with bookmark issue for pages other than the home page?~~ Included in error handling of every page.
- Do we need to provide specific logout option? (SB)
- Do we need 2-frame? If not, how to deal with framed services? (SM)
- What to do with disconnect services since most of them will not be available for April 2000? (JT)
- Need to specify the timeout parameters and messages. (JT)
- Do we need to have copyright notice throughout the site? (SB)
- *What is the definition of a customer? (SB,JT)*

Action Diagram

Present the Home Page;

WHILE (Not Done)

CASE User Option

 "Change Address Online with US Postal Service"

 Provide ICOA Service;

 "Notify Friends and Family about Change of Address"

 Provide COA Notification Service;

 "Get a Moving Checklist"

 Provide Checklist Service;

 "Get Driving Direction"

 Provide Driving Direction Service;

 "Get Community Information"

 Provide Community Information Service;

 "Get Important Phone Numbers"

 Provide Important Phone Number Service;

 "Rent a Truck"

 Provide Truck Rental Service;

 "Purchase Moving Supplies"

 Provide Moving Supplies Purchase Service;

 "Connect and Disconnect Cable"

 Provide Cable Service;

 "Connect and Disconnect Local Phone"

 Provide Local Phone Service;

 "Connect and Disconnect Long Distance Phone"

 Provide Long Distance Phone Service;

 "Connect and Disconnect ISP"

 Provide ISP Service;

 "Connect and Disconnect Wireless"

 Provide Wireless Service;

 "Connect and Disconnect Utilities"

 Provide Utilities Service;

 "Purchase New Furniture"

 Provide Furniture Purchase Service;

 "Subscribe to Newspapers"

Provide Newspaper Subscription Service;
"Get Local Maps"

Provide Map Service;
"Get Pet Service"

Provide Pet Service;
"Get Banking Service"
Provide Banking Service;

Procedure

Present the Home Page

Doer

System

Description

The system will display the home page and begin a visit session by assigning a unique and meaningless text string called session ID and a unique and meaningless number called visit ID. For site performance improvement and debugging purposes, the system will log each page a visitor visits with a time stamp in the database. If the customer ID is available for the page being visited, the system will log the customer ID as well. The web servers outside the database will log the visitor's browser environment variables including browser version, referral URL, operating system version, searched words, etc. for site improvement and debugging purposes.

Issue

- We will not build in the capabilities to show different home pages by referral source. Since there is no requirement for co-branding specified, we have no corresponding design. (SB, JT)

Action Diagram

Generate Session and Visit Ids;
Log Page Visit;
Log Visitor Environment Variables;
Display Home Page;

Data Access

Visit

visitID, C
pageID, C
customerID, C
RecordLog, C

RecordLog

userName, C
lastCommit, C

External

Home Page

External Type

Screen

Layout

\Zimbabwe\icoa\Mockup_Final\index.html

Description

N/A

Data Access

EventService
 eventId, R
 serviceId, R
 description, R
 effectiveDate, R

EffectiveDate
 startDate, R
 stopDate, R

Service
 id, R
 description, R

Procedure

Change Address Online with US Postal Service

Doer

System

Description

Address Start Page

The user will enter the move type, the move dates, and the mover's name on this page. The default selections for the page are as follows:

- Move type : individual
- Move date : permanent, NULL start date, disabled end date

Permanent and temporary moves are mutually exclusive and the user can only choose one of them. If the user clicks on temporary move, enable the end date field and make sure the end date is not NULL and greater than or equal to the start date without going back to the server. If the user changes his/her mind and clicks on the permanent move again, blank out and disable the end date.

After filling out all the information, the user will click on the Continue button and the system proceeds to the Address page.

Address Page

The user will specify the address type for old and new addresses and the system will display the correct address formats and prompt the user to enter them. The default selections for the page are as follows:

- Address type : street
- In Puerto Rico : no
- On a domestic military installation: no

If the user changes his/her mind and change the address type, the system will display the new address format and discard the previously entered address information. The system has to be able to do all this without going back to the server.

After filling out all the information, the user will click on the Continue button and the system will check the entered addresses against the USPS address database.

- If both addresses are valid in the USPS address database, the system will standardize them and proceed to the Address Confirmation page.
- Otherwise, the system will stay on the Address page and display the error messages.

Address Confirmation Page

The system will display the standardized old and new addresses on this page and ask the user to confirm it. The system will then proceed to the ID Selection page.

ID Selection Page

The system will prompt the user to select a method to prove his/her identity. At this time, we will only provide credit card method. Once the user clicks on the Continue button, the system will proceed to the Credit Card page.

Credit Card Page

The system will display the credit card page and prompt the user to enter the name, address, credit card number, and expiration date information. Standard credit card check will be performed without going back to the server. Once the user clicks on the Continue button, the system will perform AVS and IVS checks based on the information entered.

- If the card is valid, write the COA request to the database and proceed to the E-mail Confirmation page.
- If not, stay on the credit card page and display the error messages. Allow the user to try it three times and then terminate the session.

E-mail Confirmation Page

The system will generate a unique password for the user and prompt the user to enter an e-mail address for the system to send a confirmation link. The user will click on the confirmation link and enter the password to activate the ICOA request.

Address End Page

The system displays the thank you message for using ICOA. After the user clicks on Finish button, the system returns to the home page.

Issue

- Need to come up with a term for temporary or permanent move. (SB)
- Need to add temporary or permanent move radio buttons before the date fields. (SB)
- Need to come up with exact error messages and instruction when the user does not fill out the form properly. (SB)
- Need to ask USPS for address standardization cgi and test it out. (SB)
- Do we need to explain the meaning of various address types? (SB)
- Changing address format without going back to the server is difficult for the Netscape environment. Can we obtain the address types for old and new addresses first and then display the appropriate address formats? (SB)
- Let's make sure we include live e-mail confirmation in the next focus group to ensure that people understand what to do. (SB)
- If the customer enters an e-mail address that has been used before (e.g. another person or the same person that has used ICOA for the last move), what should we do? (SB, JT)
- Do we need to check any customer environment variables (e.g. same IP changing 100 addresses) to prevent possible fraud? On the other hand, what is the reliability of such check (e.g. IP check is basically useless for people coming in through sites using proxy servers)? (SM, SB)
- Change the year format from yy to yyyy. (SB)
- Do we need to provide the print option on ID selection and/or Credit Card pages? (SB)
- The current MoversNet asks for contact information, which is not present in the UI design. (SB)
- Do we need to pre-populate the fields on the credit card page? (SB)
- Need to confirm the checking criteria between credit card name and COA name. (SB)
- Need to finalize the policy on allowing a confirmed ID to change address for another person. (SB)
- What is the criteria to suspend the processing of an ICOA request (e.g. after 5 failed attempts of email confirmation)? (SB)
- Can ICOA share customer information with other services? Does it make sense to ask the customer about it? Is there a church and state requirement from USPS? (SB)
- The Checkout pages for credit card did not have credit card address fields. The save functions as discussed are not reflected in the Checkout pages. (SB)
- What is the customer service procedure for ICOA after the request has been filed? (JT, SB)
- *What are the specific parameters to suspend an ICOA request (e.g. no email confirmation beyond 2 days, etc., 5 days without negative MVL confirmation, etc.)? Can an ICOA be suspended first and then reactivated*

it? If so, do we need to track all the history? (SB)

Action Diagram

```
Present Address Start Page;  
Present Address Page;  
Validate Addresses against USPS Address Database;  
Present Address Confirmation Page;  
Present ID Selection Page;  
WHILE (Not Validated) and (<= 3 Tries)  
    Present Credit Card Page;  
    Validate Credit Card based on AVS and IVS Checks;  
    Log Credit Card Validation Transaction;  
END WHILE  
IF Credit Card Validation Failed THEN  
    Terminate the Session;  
ELSE  
    Present E-mail Confirmation Page;  
    Generate and Send E-mail to the User;  
    Present Address End Page;  
ENDIF;
```

Data Access

External
Address Confirmation Page

External Type
Screen

Layout

Description

N/A

Data Access

Customer
 id, C
 personName, C
 email, C
 account, C
 recordLog, C

CustomerAddress
 customerId, C
 addrId, C
 addrPurposeId, C
 addrTypeId, C
 address

Account
 userName, C
 password, C
 reminderQ, C
 reminderA, C

PersonName
 title, C
 fname, C
 mname, C
 lname, C
 suffix, C

Address
 addr1, C
 addr2, C
 unitId, C
 poBox, C
 route, C
 city, C
 county, C
 state, C
 country, C
 zip5, C
 zip9, C

coaRequest
 id, C
 processingLog, C
 name, C
 email, C
 oldAddress, C
 newAddress, C
 effectiveDate, C
 recordLog, C

ProcessingLog
 icoaTimeStamp, C
 emailConfirmation, C
 mv1TimeStamp, C
 suspensionReasonId, C
 suspensionTimeStamp, C

IdVerification
 id, C
 visitId, C
 typeId, C
 verifier, C
 resultId, C
 resultDesc, C
 recordLog, C

CreditCardVerification
 id, C

creditCard, C

CreditCard

 typeId, C

 name, C

 ccNumber, C

 expirationDate, C

 addr, C

Procedure

Get a Moving Checklist

Doer

System

Description

Checklist Customization Page

The system displays the customization questions first. All questions have no as the default option. The user can change the option for each question. After the user click Continue button, the system proceeds to Personalized Checklist page.

Personalized Checklist Page

The system will find the checklist items (i.e. Event Service) based on the customization options specified by the user, group them by lead time in pre-determined interval, and display them in descending order of the time interval. There is a check box in front of each item the user can use to indicate the completion of a task.

The user can choose to save the checklist and the system will prompt the user to create an account.

Issue

- Are we always going to have yes/no as the answers to each customization question? (SB)
- How does a returned customer retrieve his/her previously created checklist? If a customer has logged into his/her account for another service and then comes to the checklist, should we retrieve the checklist and display it? Need UI. (SB)
- The checklist is not asking for move in/out dates. (SB)
- What happens when a customer clicks on back button to the customization page, changes some options, and then clicks on the Continue button? Pretty much the same question as what to do when a customer has a previously saved checklist and goes through the checklist creation process again. (SB)
- Do we want to send a saved checklist to the customer through e-mail? Do we need to provide a Print option to print out the checklist in a print-friendly format? (SB)
- Need to know what to do with multiple moves now. (SB)

Action Diagram

Present Checklist Customization Page;
Retrieve Checklist Items based on Customization Options;
Present Personal Checklist Page;
IF the user Wants to Save the Checklist THEN
 Save the Checklist;
END IF

Data Access

CustomerEventService
 customerId, C
 eventId, C
 serviceId, C
 status, C, U
 timeBucket, C
 displaySequence, C

recordLog, C

External

Checklist Customization Page

External Type

Screen

Layout

Description

N/A

Data Access

ChecklistQuestion

 id, R
 displaySequence, R
 effectiveDate, R
 optionTypeId, R
 mdesc, R

CustomizedEventService

 eventId, R
 checkQId, R
 response, R
 serviceId, R

Procedure

Provide Moving Supplies Service

Doer

System

DescriptionService Start Page

The system will display the service name and medium description. It will then prompt the user to enter a zip5 for step 1 and select options for the service for step 2. Beside the zip5 field, the system provides a zip code look up utility.

The steps to find options for the service excluding upsells are as follows:

- A service option is valid based on today's date.
- optionType is 1 (2 for upsell).

After clicking on the Continue button, the system will proceed to the Service Provider page.

Service Provider Page

The system will look up the available service providers for the zip5 and service options entered. The steps to find participating service providers to service the zip5 are as follows:

- Find service providers participating in the Moving Supplies service based on today's date.
- Find locations for each service provider for the zip5 specified based on partner participation match method.

If no service provider is found, the system displays a "Coming Soon" message. Otherwise, the system will display the available service providers with their images for the service side by side. Each row will have two service providers across. The maximum service options for each service participation will be displayed right beneath the partner's image.

The user can select one or more than one service providers and click the Continue button. The system will proceed to the Product Offering page.

Product Offering Page

The system groups and displays product offerings by service provider, option, and product in their display sequence. Each product offering consists of a quantity field, product name, unit price, unit of measure, product long description, link to product detail page and standard delivery time from the partner location that will service the zip5.

The Order Option parameters are specified at the Event Service, the Event Service Option, and the Product levels. They are

- *New order allowed.*
- *Renew order allowed.*
- *COA order allowed.*
- *Maximum order quantity.*
- *Maximum order duration*
- *Reorder allowed.*

The system uses the first three fields in Event Service and Product to determine how to display the quantity field(s) on the Product Offering page and use the remaining three fields in Event Service Option and Product on the Shopping Cart page to verify order integrity. For each event service, the system will reserve a column space and display the corresponding heading for each order type (i.e. new, renew, and COA) allowed. It will then check each product and display a quantity field in the corresponding column for each order type allowed. For instance, if an event service (e.g. newspaper) in general accepts COA order with the exception of one newspaper in FL, the COA Allowed for the service will be set to "True" and the COA Allowed for the products from that newspaper will be set to "False". On the screen, the user will see a column with heading "COA" and the products from that newspaper will not have a quantity box under the COA column. If one day the newspaper decides to accept COA orders, set the COA Allowed field for their products to "True" and the quantity box will show up automatically. On the other hand, if an order type (i.e. new, renew, and COA) for an event service set to "False", the system will not display a quantity column for that order type regardless of what's allowed for the products in that service.

The user can enter the quantity for each product offering and click one of the four option buttons to proceed. They are

- "Add to Shopping Cart" will add selected items and specified quantities to the shopping cart and the system will proceed to the Shopping Cart page. If a selected item is in the shopping cart already, the quantity is always overwritten with the one from the latest Product Offering page.
- "View Shopping Cart" will NOT add selected items and specified quantities to the shopping cart. The system will proceed to the Shopping Cart page directly without the latest selections.
- "Clear Selection" will clear all the quantities on the Product Offering page.
- "Back to Service Provider" will take the user back to Service Provider page.

Shopping Cart Page

The system performs the following checks to ensure the integrity of the items in the Shopping Cart.

- *Maximum allowed quantity at product and at option level. If the user has exceeded the allowed quantity, the system will display the error message with the shopping cart and ask the user to correct the problems by either adjusting the quantity field or removing the item from the shopping cart. The user can click on the Update Shopping Cart button and the system will recalculate all the prices and redisplay the Shopping Cart page.*
- *If the product is a bundle, the system will perform the previous check for each product in the bundle. For instance, if a LD bundle contains a LD residential plan and a cable plan, the system will perform the maximum allowed quantity check for the LD and cable plans and for the LD and cable options. If the user has previously ordered a cable plan, the maximum order quantity check will fail either at the product level (same cable plan) or at the option level (different cable plan).*

Each user has his/her only shopping cart for a session. All selected product offerings are in the shopping cart before they are checked out. However, when a user goes to the Shopping Cart page for a service, the system only displays the items for that service and group them by service provider (e.g. one shopping cart section for AllBoxes and another one for Public Storage).

The field of eccLevel (extra cost calculation level) field in the ServiceParticipation table specifies if the extra costs should be calculated at order or item level. The extra calculation for an order can only be done at either the order level or the item level. The extra cost fields in the ServiceParticipation table are identical to those in the ProductOffering table. They are

- regShipCostCalcBasisId: 1 – percentage, 2 – per order.
- RegShipCost: a numeric field.
- handlingCostCalcBasisId: 1 – percentage, 2 – per order.
- handlingCost: a numeric field.

- `expShipCostCalcBasisId`: 1 – percentage, 2 – per order.
- `expShipCost` : a numeric field.
- `expShipRoleId` : 1 – overwrite `shipCost`, 2 – add to `shipCost`.
- `noExtraCostMin`: minimum amount for no extra costs.

If the total sales amount is \geq `noCostMin`, there is no extra cost. Otherwise, the calculation for extra costs including regular shipping, handling, and express shipping is as follows:

Regular Shipping, Handling, and Express Shipping Costs

- If the cost calculation basis is 1, cost = sales amount x unit cost.
- If the cost calculation basis is 2, cost = unit cost.

The steps to determine the total extra costs are as follows:

- If the extra cost calculation is to be done at item level, the total regular shipping, handling, and express shipping costs for an order are equal to the sum of the shipping, handling, and express shipping costs respectively for each item on the order.
- If the express shipping cost for the order is greater than 0 and the express shipping role is 1, which is to overwrite the regular shipping cost, the shipping cost for the order is set to 0.
- The total extra cost = regular shipping cost + handling cost + express shipping cost.

The user can remove or adjust quantity of a shipping cart item on the page. If the user clicks on the Remove button, the client page will set the quantity to 0 without going back to the server.

The express shipping can only be available at either the order level or the item level for a Service Participation based on the value of `eccLevel`.

Below shopping cart section, the system will display the eligible upsell products. Different from cross selling, the upsell product offerings are those from the relevant upsell options within the same service. In the `ServiceOption` table, Transaction Services will specify

The user has three options to proceed on this page: update shopping cart, continue shopping, and checkout.

- “Update Shopping Cart” will remove the item with quantity 0, recalculate the prices, and redisplay the shopping cart page.
- “Continue Shopping” will take the user back to the Product Offering Display page with the quantities for selected items specified.
- “Checkout” will trigger the system to see if the user has a customer status for the session. If the user has created an account or logged in an existing account during the session, the visitor is said to have a customer status. With a customer status, the system will be able to retrieve saved values for the questions of the Checkout pages and provide convenience to the customer.

Login/Account Creation Page

Checkout Page

The Checkout process for a service may involve several pages for usability purposes. The purpose of each page (i.e. groups of questions to be asked) and the page sequence is pre-determined for each service (not by service participation).

In order to provide customizable checkout questions by service participation and apply 80/20 rule whenever possible, the database design elements for the Checkout pages are as follows:

- All the possible checkout questions are stored in the CheckoutQ table. Each checkout question will specify the question group to which it belongs (e.g. dayTimePhone belongs to Contact group").
- For each EventService (e.g. Moving Supplies for Move or LD for Move), the applicable checkout questions regardless of partners are stored in the EventServiceCheckoutQ table. The display sequence of each question is also specified in this table.
- The checkout questions, required only for some partners participating in a service, are stored in the ServiceParticipationCheckoutQ. The display sequence of each question is also specified in the table.

For each checkout question group, the system always displays the questions from EventServiceCheckoutQ first in the specified display sequence and then those from the ServiceParticipationCheckoutQ. The following sections describe each checkout page for the service. Generating questions dynamically is the easy part. The real work comes from validating the information entered and applying the save functions to display, retrieve and store information.

For example, we cannot display all the first names for the First Name field and the last names for the Last Name field and allow the user to match any first name with any last name. In addition, since the system does not interpret the meaning of each field (after all it's just a computer program, not human) and only displays questions by their display sequence specified in the database, TS has to be very cautious about setting up the data in the database correctly. Otherwise, the system could become unusable from the customer's point of view. Another example is the credit card information, which contains the card type, the cardholder's name, the card number, the expiration date, and the billing address. If we are going to provide meaningful convenience to customers, we need to remember the information related to a credit card as a set and enable the user to retrieve the information as a set as well.

- To accomplish the Save, Retrieve, and Display functions of relevant information as a group, we introduce the concept of Anchor field. An Anchor field is the last field in a collection of relevant fields that have to be acted upon as a group (e.g. last name field for the Name fields or a zip code field for the Address fields). Of course, the number of relevant fields in a group could be one. In which case, the Anchor field controls one and only one field, which is itself (e.g. email address or SSN).

In order to generate checkout questions dynamically based on service participation, each row will only display one checkout question. There will be no side by side display of checkout questions.

Notes for the Technology team

This section probably has the highest technical difficulty in the entire site and may require several experiments to finalize all the details.

The Servlet has the following responsibilities.

- Get all the questions for the Service Participation and organize them by question group and display sequence.
- Examine each question to be displayed on the next JSP to see if it is an Anchor Field. If it is, invoke the corresponding method to assign values to the fields for which the field is anchoring. The easiest case will be that an Anchor field is the only field in the group. The more complicated case will be the Last Name field for the Name group.
- The Servlet will then invoke the JSP for the next Checkout page.
- After the JSP pushes the page to the user's browser, the user will enter information and send the page back to the Servlet, which has to invoke the corresponding method of each anchor field to check the contents for validity (e.g. address standardization, new name, etc.).

The Checkout page JSP has the following responsibilities.

- Display Question Group heading and description.

- Display each question in the question group in the display sequence. Each question will display pre-populate value if possible. The JSP will also see if the question is an Anchor question. If yes, right below the question, the JSP will display all the saved values for the group for which the field is anchoring.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

The questions for Shipping question group are as follows:

- First name, middle name, last name.
- Ship_to address.
- Shipping method.

The questions for Contact question group are as follows:

- Daytime phone #
- Evening phone #
- Email address

After the user clicks on Continue button, the system (the Servlet) will check the user input by invoking methods to verify all the Anchor fields. If any field content has data entry errors, the system will return to this page with appropriate error messages and request the user to correct the problems before proceeding.

Checkout Page 2 Billing Question Groups

The questions for Billing question group are as follows:

- Credit card type, cardholder name, credit card number, expiration date, and billing address.

Checkout Page 3 – Order Confirmation

The system will display the shopping cart and order information and request the user to confirm the order. After the user clicks on the Confirm button, the order is saved and the system will proceed to the next page.

Checkout Page 4 – Save Confirmation

The system will display three Save options and request the user to choose one.

- Save all information including credit cards.
- Save all information excluding credit cards.
- Don't save.

Based on the user's decision, the system will save the information appropriately.

Issue

- Should we pre-populate the zip5 field based on the information the user has entered? Include the question in 2/3 focus group.
- Do we need to provide zip code lookup at Service Start Page? Yes, but need UI. (JT)
- Need the format for Service Provider page when no service provider is available. (JT)
- What are the three links at the bottom of the Service Start page – home, shopping, and communication center? Nothing. They are not supposed to be there. Need to reflect in UI. (SB)
- Need the mockup to allow a customer to choose multiple service providers on the Service Provider page. In the

last meeting, we said we did not want a customer to go through the routine to click on the same options for multiple service providers. Need to reconfirm this. (SB)

- If a customer orders a local phone service, do we need to check if the customer orders something that may contain local phone service again? If so, what do we do when the customer orders it again? Also, how do we introduce multiple move capabilities so that when the person moves again, we will not be bugging the person by saying "order the local phone service again? order the LD again? order the cable again? You moron."
- ~~No exclusion logic built in at this time based on referral source.~~ OK.
- Do we need to update the status of checklist item? Yes, but it will be inconsistent since the customer may or may not log in. (SB, JT)
- How to determine the display sequence of service providers? We want to do it by session, which could be technically challenging. (SM)
- The delivery time is shown only for the first product offering, which could be difficult to find because a customer may not go through each product description in its entirety. Should it be beside the partner logo? (JT, SB)
- How are we going to show the shopping cart information? How many versions do we need? Probably two – one for product offering that can have a price associated with it and the other one does not. But what to do if a service has both items (e.g. LD and pre-paid calling cards). So, maybe we should have only one. If there is no price associated with it, we put N/A in the field and exclude it from the total cost calculation. How are the shipping charge, express shipping charge, and handling charge going to be displayed? (JT)

~~What kind of shopping cart checking do we have to do regarding product offering selections?~~

- ~~Maximum order quantity (e.g. 1 for each LD residential products)~~
- ~~Maximum product offerings per option (e.g. cannot order 2 different LD residential plan)~~
- If a user visited a Product Offering page before during the same session, selected some items, and moved on to another service without checking out for the service), should we display the previously entered quantities for the selected items? If not, will the user say what happened to what I did before? If yes, will the users say what is happening here about those quantities if they forgot they had been to the page before? (JT)
- Since the Checkout is done at the Service level because the Checkout questions could vary all the way down to the ServiceParticipation level (by service and by partner), what do we need to do to ensure people understand they have to check out for each service? Otherwise, they may think they can just check everything out all at once at the end, which is the norm for sites providing singular services such Amazon.com or CDNow? (JT, SB)
- What do we need to do so that the users will understand the differences between "Add to Shopping Cart" and "View Shopping Cart" options on the Product Offering page? (SB)
- "Back to Service Provider" is missing from the UI. (SB)
- Need to finalize the Login/Account Creation page. (SB)
- If the checkout questions are based on the product ordered (e.g. hardware for local phone), the dynamic generation of Checkout questions will be a nightmare for data entry from Transaction Service's point of view and for development and response time from Technology's point of view. (JT)
- Do we need to supply Deletion and/or Edit functions for a saved value? Need UI. (SB)
- ~~No order start date is specified for on the Checkout page. What if the customer does not want to receive the goods until two weeks from now? By service.~~
- ~~Is the payment type field on the Checkout page the same as credit card name? Yes. But still need 2 fields in case of Bill me Later.~~
- ~~If a partner is both service provider and distribution channel, do we set up one or two partner records? Recommend 2. Yes.~~
- If we are going to show 2 service providers on each row and then the options they participate beneath them, how would a customer feel when there are 6 service providers for that area? The page is going to be long and could be cumbersome for a customer to go though. (JT)
- Need all exact error messages. (JT)
- Do we display product offerings by partner and then option or by option and then partner? Need to make sure we do not create an environment that customers choose A from partner 1 and B from partner 2 although they meant A and B from partner 1. (JT)
- Do we overwrite and add to shopping cart items when a customer goes back from Shopping Cart to Product Offering and then to Shopping Cart again? (JT)
- *Where should the recall button be on the Checkout page in case the user wants to log in and take advantage of*

the saved values? Need UI as well on how to allow the user to log in while staying on the Checkout page. (JT)

- What is the policy to validate credit card? Got to be careful on its credit limit impact. Since we don't plan to settle the transaction, what role does credit card validation play for services in addition to ICOA? (JT)*
- If the user did not log in while ordering products, the shopping cart cannot check to see if the user has previously ordered the product. After the user proceeds to the Checkout page and recalls the customer account, what should we do? The user may have ordered something again that should only be ordered once per move. Do we call the shopping cart again at that time to check for duplicated orders or we just move on with the Checkout pages without going back to check for order integrity issues? (JT)*
- Is reorderAllowed check necessary or is it covered by the maximum quantity check? (SM, AB)*
- Do we display the marketing questions on the Order Confirmation page? (JT)*
- If a customer wants to change account information such as password and reminder question/answer, how can he/she do it? (SB, JT)*
- What are the unique constraints on a customer (e.g. user name, password, email address, credit card number, etc.)? (JT)*
- Can a credit card have a foreign billing address? (SB, JT)*

Change Request

- Change Dependent Option to option type. Add upsell Option table with parent and child options.

Action Diagram

Data Access

Procedure

Provide Long Distance Phone Service

Doer

System

Description

Service Start Page

The Service Start page is identical to the one for Moving Supplies with the following exceptions.

- The user will enter an address instead of a zip5 to locate the service providers. The system will standardize the address and use the zip9 to locate service providers.

Service Provider Page

The Service Provider page is identical to the one for Moving Supplies with the following exceptions.

- None.

Product Offering Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Shopping Cart Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Login/Account Creation Page

Checkout Page

The Checkout pages are identical to those for Moving Supplies in functionality with the following exceptions.

- None.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

The questions for Shipping question group are as follows:

- Connect date.
- First name, middle name, last name.
- Installation address(?)

The questions for Contact question group are as follows:

- Email address
- Home phone #
- Work phone #
- Best Time to Call
- Best Date to Call
- New phone #

Checkout Page 2 – Billing Question Group

The questions for Billing question group are as follows:

- Payment type.
- Credit card type, cardholder name, credit card number, expiration date, and billing address.

If the payment type is of credit card, the system will perform the AVS and IVS check (?). If the payment type is pf “billing me”, the system will standardize the billing address.

Checkout Page 3 – Order Confirmation

The same as Moving Supplies.

Checkout Page 4 – Save Confirmation

The same as Moving Supplies.

Issue

- How to ask Checkout questions for bundles? If a bundle contains products from different services (e.g. cable, wireless), each service according to its own term sheet has different checkout questions to ask. Handling dynamic checkout questions by service and service participation is tough enough. Taking it to the next level by product or by combination of services will be even more challenging (or you can call it a nightmare) in terms of development and run time (it can take a long time to find all the checkout questions at all levels and all combinations, eliminate all the duplicated questions, and then present the questions to the user). In addition, if TS does not set up questions in the right question group to eliminate duplicated questions, the same question could be asked several times in each question group. One way to deal with it is that the checkout questions for a bundle stop at the service participation level to which the bundle belongs.
- Does the system need to remember the address entered on the Service Start page to be used at Checkout page?
- If the user has entered an address for LD, can we use that address for Cable at Service Start page?
- Do we need to use the same logic at Checkout page to show what addresses or zip5s the user has entered so that he/she can choose from one of them? Include this in the focus group on 2/3.
- Do we still need to display checkbox instead of the regular quantity box on the Product Offering page when the maximum order quantity is 1?
- The Shopping Cart and Upsell are on two pages now instead of 1 page, which shows Shopping Cart first and then upsells.
- The billing address is specified in the Contact question group. Should it be in the Billing question group to be consistent with other services? Also, according to the term sheet, we are going to ask for the billing address before the payment type. Need UI to be in sync as well.
- Connect Date field is missing from the term sheet.
- There is no installation address fields on the term sheet. Need to sync UI with the term sheet.
- What's the difference between the daytime phone # and evening phone # for Moving Supplies and home phone # and work phone # for LD?
- Will we have payment type of eBill? If so, do we need to ask for the eBillingAddress?
- UI specifies additional questions such as SSN and Driver's License/State for the Billing question group. We presume they are service participation based questions.

Action Diagram

Data Access

Procedure

Provide ISP Service

Doer

System

DescriptionService Start Page

The Service Start page is identical to the Moving Supplies with the following exceptions.

- The user will enter an address instead of a zip5 to locate the service providers. The system will standardize the address and use the zip9 to locate service providers.

Service Provider Page

The Service Provider page for Cable is identical to the one for Moving Supplies with the following exceptions.

- None.

Product Offering Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Shopping Cart Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Login/Account Creation PageCheckout Page

The Checkout pages are identical to those for Moving Supplies in functionality with the following exceptions.

- None.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

The questions for Shipping question group are as follows:

- Connect date.
- First name, middle name, last name.
- Ship to address (?).

The questions for Contact question group are as follows:

- Email address
- Home phone #
- Work phone #
- Best Time to Call
- Best Date to Call
- New phone #

Contact Information

First Name

Middle Initial

Last Name

Ship-to Address

Day Phone

Day Fax

Home Phone

Home Fax

Billing Information

Payment Type

Credit Card Name

Credit Card #

Credit Card Expiration Date

Credit Card Address

Marketing Questions

Desired Media

Checkout Page 2 – Billing Question Group

The same as Moving Supplies.

Checkout Page 3 – Order Confirmation

The same as Moving Supplies.

Checkout Page 4 – Save Confirmation

The same as Moving Supplies.

Issue

- Should we standardize the categorization of checkout questions? We can look at the checkout questions for Moving Supplies, LD, and Cable as examples. Some questions are classified as Contact questions for one service and Shipping or Billing for the other.

Action Diagram

Data Access

Procedure

Provide Local Phone Service

Doer

System

Description

Service Start Page

The Service Start page is identical to the Moving Supplies with the following exceptions.

- The user will enter an address instead of a zip5 to locate the service providers. The system will standardize the address and use the zip9 to locate service providers.

Service Provider Page

The Service Provider page for Cable is identical to the one for Moving Supplies with the following exceptions.

- None.

Product Offering Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Shopping Cart Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Login/Account Creation Page

Checkout Page

The Checkout pages are identical to those for Moving Supplies in functionality with the following exceptions.

- None.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

Checkout Page 2 – Billing and Credit Question Group

The same as Moving Supplies.

Checkout Page 3 – Order Confirmation

The same as Moving Supplies.

Checkout Page 4 – Save Confirmation

The same as Moving Supplies.

Issue

- Need UI for Local Phone to confirm the Billing and Credit Question groups are on the same page.
- There are many similar fields with different names for each service (e.g. ship-to address, installation address, service address, etc.). Can we standardize on those fields on a matrix between field name and service? Later on, when we start a new service or bring on a new service provider, should we check this matrix first to see if we can use previously defined fields before creating a new one? Each new field requires a new program for saving and validation purposes and we should consolidate the fields with the same purposes. The same field can have different heading when it is displayed by service participation. Therefore, we should not create a new field because it will be called differently for a service or a service participation.

Action Diagram

Data Access

Procedure

Provide Wireless Service

Doer

System

DescriptionService Start Page

The Service Start page is identical to the Moving Supplies with the following exceptions.

- None.

Service Provider Page

The Service Provider page for Cable is identical to the one for Moving Supplies with the following exceptions.

- None.

Product Offering Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Shopping Cart Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Login/Account Creation PageCheckout Page

The Checkout pages are identical to those for Moving Supplies in functionality with the following exceptions.

- None.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

Checkout Page 2 – Billing and Credit Question Group

The same as Moving Supplies.

Checkout Page 3 – Order Confirmation

The same as Moving Supplies.

Checkout Page 4 – Save Confirmation

The same as Moving Supplies.

Issue

Action Diagram

Data Access

Procedure
Provide Pets Service

Doer
System

Description

Service Start Page

The Service Start page is identical to the Moving Supplies with the following exceptions.

- None.

Service Provider Page

The Service Provider page for Cable is identical to the one for Moving Supplies with the following exceptions.

- None.

Product Offering Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Shopping Cart Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Login/Account Creation Page

Checkout Page

The Checkout pages are identical to those for Moving Supplies in functionality with the following exceptions.

- None.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

Checkout Page 2 – Billing and Credit Question Group

The same as Moving Supplies.

Checkout Page 3 – Order Confirmation

The same as Moving Supplies.

Checkout Page 4 – Save Confirmation

The same as Moving Supplies.

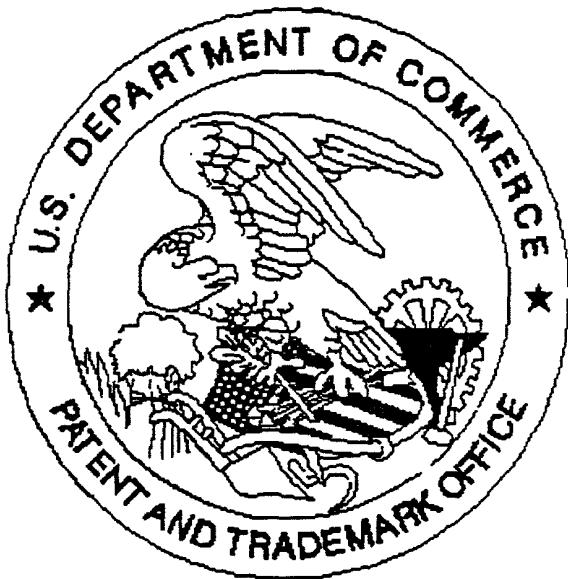
Issue

- Need UI for store locator, etc.

Action Diagram

Data Access

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